

THE GLEICHEN CALL

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GLEICHEN, ALBERTA, WEDNESDAY OCTOBER 30, 1935

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LOCAL LIBERAL ASSOCIATION HOLD MEETING

On Wednesday evening of last week the Gleichen Liberal Association held a meeting in the Community Hall Club room with some 26 members in attendance. Among the number was three members of the Cluny Association.

The matter of affiliation with the Cluny association was discussed. It was thought that by joining the two and confining would be avoided.

President Beach addressed the meeting and outlined the objects of the Association. The following officers were elected for the ensuing year:

Hon. Pres. MacKenzie King.
Pres. T. H. Beach.
President, T. H. Beach.
Hon. Vice-President of Association, Dr. F. W. Gushaw.

Vice-President, L. Michael.
Sec.-Treas. A. F. MacCallum.
Executive, W. H. James, W. W. Brown, R. S. M. Queen. Two more members, both from the Cluny Association are to be appointed.

The Association decided to meet the second Thursday of each month in the Community Hall. The first meeting to be held in November. The fees were set at \$1. per member.

W. B. CAMPBELL FORMER GLEICHEN RANCHER DIES

W. B. Campbell, 61 years of age, who died in the Buffalo district last week was well known in Gleichen to most old timers. For many years during his residence in Dorothy he made Gleichen his place of business. In the days before the auto became popular Mr. Campbell and his family drove to Gleichen by team, the distance being about 75 miles and it took about four days to make the round trip.

The late Mr. Campbell was born at Kilmarlock, Scotland and came to Alberta 44 years ago, settling in the Olds district. He moved to Okotoks in 1893, and resided there for eight years before taking up ranching along the Bow river in the district near Carleton Place. He later moved to Dorothy, where he was engaged for a number of years, and then to the Buffalo district in 1930.

Mr. Campbell was a member of the Gleichen Old Timers' Association and of the Western Stock Growers Association. He was the son of the late Captain Campbell, justice of peace in Agassiz, Scotland.

Besides his widow, Mary, he is survived by two sons George and Alfred; two daughters, Mary and Elizabeth, all of Buffalo; a brother and sister in England and a brother and sister in South Africa.

The funeral took place in Calgary and was largely attended by old timers and cattlemen, many of whom were from this district. Pall-bearers were Douglas Hardwick, T. Lawson, T. MacMillan, W. S. Playfair, George Scott and Joseph Whitford.

Honorary pallbearers were: L. McInnon, J. B. Corbett, D. Daniel George E. Gooderham, C. Jarboe and W. H. James.

GLEICHEN UNITED CHURCH

Sunday, Nov. 3rd, 1935.
Rev. J. N. Wilkinson, minister.
Mr. H. Birch, choir leader.
Miss Jean Farquharson, pianist.
11 a.m. Church school.
7:30 p.m. public worship. Subject: "An Inglorious Retreat."

This subject was postponed so that the congregation might have an opportunity to hear the Moderator on October 26th. Nevertheless the message is of such importance that in the judgement of the minister no member of the congregation should miss hearing it.

Music: Anthem: "Trust Him More and More."

Solo "My Prayer." Mrs. H. Birch. Be ye steadfast, immovable, always abounding in the work of the Lord, forasmuch as ye know that your labor is not in vain in the Lord.

Thanksgiving day was a very quiet day in town. The weather was like a hot summer's day and the people who had gone spent the holiday basking the chaise and Hungarian.

GOVERNMENT WILL HOLD THREE SEED FAIRS THIS WINTER

Instituting a new policy calculated to enlarge the scope of the annual Alberta provincial seed fair, Hon. W. N. Chant, minister of agriculture, has announced that the seed fair will now be reorganized to provide three district fairs for the province, instead of a central fair at one point only. These fairs, it has been decided, will be held at Lethbridge, Calgary and Grande Prairie. A provincial championship in each class will, however, be provided for, by arranging that the first prize winners at each of the district fairs will be permitted to compete in a championship contest at the district fair last to be held, which this year will be at Calgary. As prizes for the championship classes, the first prize monies awarded in each class will be duplicated.

The division of the provincial event into three district fairs will, it is felt, bring the benefits of the project closer to the farmers, and provide an opportunity for a greater number to participate in the competitions. It is greatly widening the influence of the project as stimulant to the production of high quality seed grains.

The work of the junior seed grain clubs throughout the province will be aided up by the district seed fairs by having the efficiency winners of the junior clubs brought into their respective district fairs for special competitions.

It has been decided also to hold agricultural short courses in conjunction with the district exhibitions. These courses will be entirely educational, particularly in the subjects of farm crops and culture practices, but dealing also with live stock subjects. Lecturers from the university and provincial and federal departments of agriculture who may be available at the time will be asked to contribute to the program of these courses.

It is the plan to have the organization of each district seed fair placed in the hands of the district agriculturist or some sponsoring organization such as an agricultural society or board of trade who will accept the responsibility. In this way it is hoped to obtain the full co-operation of the community and business interests of the respective districts in making the events a success.

Announcement regarding dates of the district fairs will be made later.

WHAT THE TROUBLE IS

The trouble with the small girl is that she isn't bigger. The trouble with the big girl is that every pair of scales she steps on gives her a sigh.

The trouble with a great many editors is that they don't write catch-phrases as much as they think. The trouble with the small boy is that his big sister was never a small boy herself and so doesn't know how a small boy feels. The trouble with the average husband is that he knows his wife knows he isn't so big a man as he wants the world to think he is.

The trouble with the young man in love is that he is insane enough to think that all the other young men are making just as big fools of themselves as his best girl as he is. The trouble with the young woman is that she doesn't know whether she really loves the young man for himself alone or for the candies he brings and the prospect of a diamond to dazzle the other girls.

The trouble with the average wife is that her husband is much more prodigal with his protestations of affection than he is with his money, and that he does not waste much of either unless he wants a button sewed on.

Three little babies have arrived at the home of Mr. and Mrs. N. A. Thomas was so advised over the telephone recently by little Henry, who seems to be very much delighted with the new members of the family. Two of them are black and one is white. They are taking nourishment and the mother and little ones are all doing nicely according to last reports. Oh, yes, we forgot to mention that they are three little kittens.

Italian comedians are not allowed to reach jokes about the army. It appears that they are even expected to take second Lieutenant seriously.

HALLOWEEN ORIGIN LINKED WITH ANCIENT CUSTOMS

Halloween, in spite of its legendary apocrypha, may be said to have had an agricultural origin, and to the present day is associated with the fruits of the earth, particularly apples. There are reasons for this. In the Christian Church, Halloween or All Hallows Eve, is the name given to the evening of the 31st of October as the vigil of Hallowmass, or All Saints Day. Before the Christian era, however, the eve of the 31st of October was the occasion of harvest and other ceremonies in various countries; and the festivities which gradually gathered around Christian Halloween at a later date originated for the most part in customs under the sway of the Druid religion, chiefly Britain, plus a few ideas and out door celebrations borrowed from the pagan Roman festival to the goddess of fruit.

The two chief characteristics of ancient Halloween were the lighting of bonfires and the belief that Halloween was the only night of the year in which ghosts, warlocks, witches, and evil spirits were permitted to wander on earth. On the 1st of November the Druids held their great festival and lighted fires in honor of the sun and in thanksgiving for harvest. It was also the firm belief in the religion of the Druids that on the eve of this festival (Halloween as we know it), Saman, lord of death, allied together the wicked souls that staid the past twelve months, had been condemned to inhabit the bodies of animals. With regard to this belief, it is interesting to note that in parts of Ireland, the 31st of October was, and even still is known as "Jilliche Shammas," "the vigil of Saman."

On or about the 1st of November also the Roman festival in honor of Pomona was held. Pomona was the goddess of the fruit of trees—hence pomologist, grower of fruit, and pomology. At this festival, nuts and apples, as representing the winter store of fruits, played an important part, and thus originated the custom of roasting nuts and apple dicing—attempting to seize with the teeth an apple floating in a tub of water—a sport in which many later generations of young folk have celebrated the eve of 31st October. Some cynics aver that the evil spirits of Druidical times still exist in the shape of thoughtless youths whose rough pranks on Halloween often result in damage to property. Their pranks are survival of the licentious part of the Pomona fruit festival.

The custom of lighting Halloween fires survived generally until recent years in the Highlands of Scotland and Wales, and still is in vogue in some of the remoter parts. In the dying embers of the fire, it was usual to place as many small stones as there were persons around and next morning a search was made. If any of the stones were displaced, it was regarded as an omen that the person represented would die within 12 months.

Almost every mail brings to our office copy which we are asked to publish free of charge. It is all propaganda for something or another, except what is pure advertising matter. It clutters our waste paper basket and represents waste and nothing else but waste of time on the part of the writers. It is a peculiar thing these concerns pay people to write this stuff but are unwilling to pay to get this matter before the public who buy it. Funny world this.

COMING EVENTS

Nov. 1—Hockey Club dance in the Com. Hall. Music by Dackie and his Piano Orchestra.
Nov. 2—Sale of cake by W. A. United Church.

Nov. 1—St. Andrew's W. A. Shower Tea at the home of Mrs. T. H. Beach.
Nov. 8—The Glengarry U.F.W.A. are holding a Barbeque, tea and home cooking in the dining room of the Gleichen Community Hall.

Nov. 15—Tombola and dance at Meadowbrook hall by the C.W.L.

Nov. 16—St. Andrew's W. A. Christmas Bazaar in Legion Hall.

Nov. 30—United Church W. A. annual Christmas Bazaar.

PICTURES TO BE SHOWN TWO NIGHTS A WEEK

The Gleichen town council has made arrangements with Sharp Shows to place a permanent moving picture machine in the Gleichen Community Hall commencing November 1st and 8th, every Friday and Saturday pictures will be shown. An admission will be made on December 8th, which is reserved for the Old Timers' Ball. Under the above arrangement Mr. Sharp will be in position to purchase a better class of picture than has been shown during the past few months. Prices will remain unchanged.

Good schools, churches and roads are a grand thing to have in the country. In order to have these things people must be educated to take pride in all these. Your home paper can and will do more to encourage all of these things than any other agency. The school children read with pleasure the home happenings, and as they grow up become interested and make useful citizens. Give the children the home paper to read. It costs you but a trifle.

Damage done by widespread August frost made certain the development of a serious seed situation in Alberta before next spring. Some careful planning will be necessary to spread the available good seed widely, otherwise many farmers are likely to sow some poor stuff. As good seed is a fundamental necessity for a good grain crop this matter ranks of first importance. Far-sighted grain growers are already looking ahead to next seeding time and arranging for their seed supply. Only too many grain growers, however, are in a poor position to obtain the quality of seed they would like to sow. One of Alberta's foremost technical agriculturists and probably the best informed on the seed grain situation for any, said recently that the seed situation in this province is the most serious of any period covering the past twenty-five years.—The Budget.

Rio Janeiro, Brazil, has the largest harbor in the world.

It is some consolation that cold waves are not permanent ones.

A company has been formed to manufacture paper from corn stalks.

RADIO TALKS

BY WHEAT POOLS OF WESTERN CANADA

The grain growers of Western Canada, as well as all others who may be interested, are invited to listen in to a series of radio talks to be presented by the three Wheat Pools of Western Canada.

Following is the schedule for November:

November 6—The Wheat Pools and Their Objective.—L. C. Brouillette.

November 13—The Farmer in the Modern World.—H. W. Wood.

November 20—The Canadian Wheat Board.—Paul Bredt.

November 27—Alberta Gives an Answer.—R. D. Purdy.

8:00 to 8:15 p.m. Mountain Standard Time.

ALBERTA POOL ELEVATORS

PIONEER GRAIN COMPANY LIMITED

OPERATORS OF COUNTRY ELEVATORS
LICENSED & BONDED

DISCUSS YOUR GRAIN HANDLING & MARKETING PROBLEMS WITH OUR AGENT
R. C. CLIFFORD.

The ALBERTA PACIFIC GRAIN CO., LTD.

—a good Company to do Business with—

Half a Century on the Great Lakes



Since 1883 when the late Henry S. Beatty, father of E. W. Beatty, chairman and president of the Canadian Pacific Railway, brought from Scotland three vessels equipped with mail and steam as was the regulation at that time, for service on the Great Lakes, thousands of travellers have enjoyed this delightful inland voyage from Owen Sound through the locks at Sault Ste. Marie to Fort William and then to Port Arthur.

It is a fitting tribute to the service maintained by the Canadian Pacific that for fifty years this particular mode of summer travel is still considered a necessary part of one's Canadian travel itinerary as evidenced by the large passenger lists on the S. S. Keweenaw and Assiniboia leaving twice weekly from Port McNicoll and on the S. S. Manitoba from Owen Sound weekly. The two former vessels have been in continuous service since 1904 and provide commodious quarters and an excellent table for those seeking quiet relaxation, fresh lake breezes and pleasant travel companions. Both the Keweenaw and the Assiniboia, 4,000 ton steamers, have had by three captains among whom Captain McCannan of the Assiniboia is considered one of the best-known authorities on Great Lakes shipping. Until a few months ago there had been but three managers the late Henry Beatty, the late Arthur Flett, father of A. S. Flett, manager of the Real Estate Department of the Canadian Pacific and M. McDuff, now assistant to the chairman, Canadian Pacific Steamships. Alvin Gallagher is now superintendent.

Since the S. S. Algoma went ashore on Isle Royale in 1885, no vessel employed in this service has been lost. The S. S. Manitoba also carrying freight from Owen Sound, was built in the Polson Iron Works in that city, the remaining ships in Scottish yards.

HOW TO MAKE ICED TEA

Infuse six heaping teaspoons of Salsola Black Tea in a pint of fresh boiling water. After six minutes strain liquid into two-quart container. While hot, add 1 1/4 cups of granulated sugar and the juice of 2 lemons. Stir well until sugar is dissolved. Fill container with cold water. Do not allow tea to cool before adding the cold water, otherwise liquid will become cloudy. Serve with clipped tea.

"SALSOLA" ICED TEA

Short Life-Stories

Now and then the writer who is responsible for this column each week feels impelled, instead of writing an article himself, to pass on something he has read which may prove helpful and encouraging to others. This is one of those times when two or three short stories from real life seem to call for repeating.

There has been a lot of talk, the last few years, about how the worker is exploited under capitalism. Not much has been said about the other side of the picture. Let us tell of a man, a small manufacturer, who, when the crash came, employed twenty people. His business has shrunk during the depression, but the same twenty are still on his payroll. What is more, he is still paying them the same wages. He has done this by ruthless cutting of his own expense, and by dipping into his own capital. He has carried the people who work for him as a personal responsibility. He doesn't like to talk about it. When questioned, he merely shrugs his shoulders and insists that he has done nothing extraordinary. "It's like horses," he says. "When you come in after a hard ride, you see that your mount is fed and watered, don't you? I can't do less for the people who work for me. I can't sleep when I know they aren't sleeping well. That's all there is to it." Such men do more toward making this a better world than a thousand laws, enforced by a million policemen. The Golden Rule is the one code that seems to work.

Real life beats anything the fiction writer can invent. Take the case of another man who used to be branch manager for a big concern. He had an impressive suite of offices, and a number of people working under him. He belonged to the best clubs, drove a big car, and lived well. As the years passed, he grew to take his position for granted. He began to pay more attention to outside interests and less to his job. Times grew hard, but he still took things easy. The home office was troubled. Hints, increasingly broad, seemed to have no effect on him. Finally it was decided that he must be discharged. But the boss, remembering his long years of service, intervened, and, in compromise, he was recalled to the home office. There he was given a desk among the city salesmen. It must have been a hard dose for him to swallow, but if he felt humiliated, he did not show it. He never referred to his former grandeur as a branch manager. Always smiling, he was down earlier than any of the cubs; and stayed later. He took what leads were given to him—most of them considered too hopeless for a good man to bother with—and did his best. It was soon forgotten that he had been demoted. After a time he was no longer a salesman. No one paid much attention to him. The younger men rather smiled at the seal of "old" Blank, as they called him. When not on the street, he was always telephoning somebody, or busily thumbing over his prospect file. In the front office, however, a strange thing was noted. Blank's sales began to climb. Customers—big ones—appeared out of the blue, insisting that they must deal with Mr. Blank. The other day, Blank was made General Sales Manager.

It is doubtful if there is any better cure for the weariness of spirit which comes from endless discussion of economics or disputation over such things as politics, than an hour or two with a microscope. For a trifling sum of money, one gains admission to a world full of new and fascinating things. In a single drop of water, scooped from the nearest ditch, there is literally endless entertainment. After a time in this world with its beautiful dramas and life-and-death struggles between incredible creatures, the real world seems curiously remote and unreal. One returns to it refreshed, and with a saner point of view. There is the man whose whole life collapsed in disaster. He saw nothing ahead, and as he stood one night in the bow of the ship which was taking him back to the wreckage of his career, he resolved to throw himself into the dark water. But he happened to glance up to the great arch of the skies, filled with timeless stars; and suddenly his own life, happy or otherwise, seemed oddly unimportant. He returned to his problems, solved many of them, built a new and successful career upon the ruins of the failure—and, incidentally, became famous as an astronomer.

This is the time of year when young men, just out of school and college, are trying to plan their future. Many write to friends, asking advice. The advice given by one such friend to a young man was as follows: "All I can answer is that if I were just starting out to hunt a career, I'd look for it as far away from the big cities as I possibly could. There is more glamour in city life—perhaps more of what is called 'success'. The money-making possibilities are greater. But from what I have been able to observe in my journey through this vale of tears, the small-town man gets the most fun out of life. He may earn less, in dollars than his city cousin does; but his living costs less, and he has more time in which to enjoy the dollars he has. If I had my life to live over, I think I'd start out by heading for a small community, and dig in there. Every now and then I'd visit a big city just to remind myself how smart I'd been to become a small-town fellow."

Expedition To Greenland

British Scientists To Spend Three Months In Arctic

Under the leadership of L. J. Wager, 14 members of the British East Greenland expedition left Aberdeen, Scotland, recently in Sir Ernest Shackleton's exploration ship, The Quest.

They planned to spend three months in the Arctic engaged in scientific work and will explore several mountains which have never before been visited.

The Quest is manned by a crew of Norwegian. Four members of the expedition were accompanied by their wives.

Nazi Newspapers Banned

Switzerland has banned the sale of all German newspapers in this country and suppressed the Nazi organ published in Zurich. The action of the federal council closely follows a similar move by Germany against Swiss newspapers.

Five thousand violets are picked daily in a nursery at Henfield, England, during the spring.

The Hat Went Home

Story From Liverpool Could Be Used By Ripley

An astonishing hat trick was performed by a 77 miles an hour game on Merseyside. A Bebbington (Birkenhead) man bought a new hat at a Liverpool shop, put it on his head, and carried his old hat in his paper bag. When he reached Bebbington Station the wind fluffed his new hat from his head and sent it sailing over the tops of the houses and out of sight. On reaching home he was amazed to find his old hat on the kitchen table. It had dropped in his backyard.

Beacons For Sahara Desert

Because of the rapid increase in traffic in the Sahara Desert Beihisa beacons will be erected every six miles along the route of the trans-Saharan route for motor vehicles and airplanes. These will map the route clearly by day. Desert lighthouses are planned for night flying.

The sun's estimated surface temperature is about 12,000 degrees Fahrenheit. 2107

To Promote Highway Safety

Ontario To Cope With Rising Tide Of Automobile Accidents

To cope with the rising tide of deaths from automobile accidents in Ontario, Hon. T. B. McQuesten, minister of highways and acting attorney-general, announced 12 constables had been added to the provincial police force, most of them detailed to the highway traffic patrol.

Provision for additional traffic police marked the latest step in Mr. McQuesten's campaign to promote highway safety. Possession of a driver's license has been made the basis for enforcing the traffic laws, said the minister, and he listed two other features of his safety campaign—police inspection of motor vehicles and equipment and an advertising campaign.

Departmental records showed 202 persons had been killed in automobile accidents during the first six months of this year, compared with 164 in the corresponding period of 1934. The June death toll was 44, an increase of 12 above the May total.

"A small fine does not quite meet the situation," said Mr. McQuesten. "We will get more attention to the law if we exercise freely the cancellation of the driver's license for a term."

Giant Air Cruiser

United States Army Air Corps To Test Out Machine

A giant "flying battle cruiser" claimed the fastest and longest range bombing plane ever built, will be tested soon by the United States army air corps at Wright Field, Dayton, Ohio.

Specifications demanded by the air corps included: A speed of 200 to 250 miles an hour at 10,000 feet altitude, an operating speed of from 170 to 220 miles an hour at the same altitude; endurance at operating speed of from 8 to 10 hours, and a service ceiling of from 20,000 to 25,000 feet.

The aerial battle cruiser has a wing span of approximately 100 feet, length of 70 feet, height of 15 feet, and gross weight of about 15 tons.

Just a Coincidence

Science Of Deduction Came As A Shock To Bus Conductor

A remarkable experience befell Col. Foley when he was traveling along Oxford street in a bus and heard the conductor telling a passenger the names of the shops that originally stood on the site of a large store. Surmising that the man probably delivered letters there Col. Foley asked him: "How long ago were you a postman?"

"How did you know I was a postman?" the conductor retorted.

"Quite simple, my dear Watson," said the colonel.

The man who had evidently not read his "Sherlock Holmes", nearly fell off the bus. His name actually was Watson.

New C.P.R. Liner

New Sister Ship For Empress Of Britain Is Projected

Sir Edward Beatty, president of the Canadian Pacific Railway Company, said before sailing to Canada from Southampton recently a sister ship for the Empress of Britain would be built.

"We shall need a new liner of the same type as the Empress of Britain," Sir Edward said, "to give a balanced service."

He added that an order would be placed two years before withdrawal from service of the Empress of Australia and the question of replacing that liner would come up within the next five years.

Substitute For Wool

A process to turn silk into a wool substitute, free Japan from wool imports is claimed to have been found by Tohei Sakamoto, 38, inventor. He has produced a fibre declared to possess the elasticity, lustre and strength of good grade wool. Use of the process would also raise the price of raw silk, a condition which is largely responsible for the depression in the agricultural communities.

Little Wheat On Royal Estate

The Sandringham estate of His Majesty King George contains about 2,500 acres. The method of cropping is very much in accordance with that common in the district. A considerable acreage of barley is grown, and also a considerable acreage of turnips and mangels; but comparatively little wheat. In recent years sugar beet and fax have both been tried with success.

An Amusing Incident

Guide In Westminster Hall Embarrassed By Touring Party

Presentation of loyal addresses of parliament to the King in Westminster Hall during recent jubilee celebrations has recalled an amusing incident in the same historic chamber when a party of Scottish fishermen were touring London.

The girls from the north were being taken through the building by a police officer who pointed to the plate indicating where Sir William Wallace, national hero of Scotland, was in 1305 tried and condemned to death for treason against the English to whom he declared he owed no allegiance.

Immediately the Scottish women, with much power and expression, broke out in the well-known ballad "Scots Wha Hae W' Wallace Hled." This was a most improper proceeding, of course, and the women's escort was in a dilemma. His sympathies were with the women but his duty dictated either the suppression of the singing or the expulsion of the singers.

Without saying a word, the escort walked quietly away to look up a superior officer for instructions how to act in the matter. After some searching he found his officer and returned to the spot. As he had expected and wished, the singing was over and the rangers gone, leaving no trace. The officer did not report the incident, the account of which has leaked out since the jubilee celebrations.

Find Indian Relics

Remains Of Two Indians Unearthed In Saskatchewan

One of the most interesting finds of the season, in Saskatchewan, is that of Professor Vigfuson, at old Piquette crossing, near Rosedale, the remains of two Indians in shallow graves. These have been carefully lifted and sent to the history museum at the University of Saskatchewan.

One of the graves yielded only a few bones, some charred birch bark and a few charred sticks. The other contained a complete skeleton of some Indian brave, in excellent state of preservation.

The body had been placed on its left side, facing west, and was just two feet below the surface of the ground. Thousands of colored beads of different shapes and sizes were found about the remains, also a large piece of flint and the rusted remains of what had been a hunting knife. There were also the bones of two small animals, possibly a squirrel and a mink, placed beside the body, as provisions on the long journey to the happy hunting grounds.

Professor Vigfuson has spent considerable time in the district, gathering up historical data. — Regina Leader.

Keep Method Secret

Chinese Have Mysterious Way Of Holding An Autopsy

An ancient Chinese method of autopsy, known to a closed group of practitioners, whose knowledge is handed down by word of mouth from generation to generation, has resulted in the release of the two sons of Chia Tenshun, who died 18 months ago.

One of the results of these findings of the method, known as "steam bones," the two sons have been freed of the suspicion of having murdered their father.

The body was exhumed and two "steam bones" experts attached to the Examination Department of the District Court were asked to perform an autopsy.

With the aid of yellow Chinese wine, some millet, a dash of vinegar, Chinese herbs and an umbrella, the experts were ready to announce the results of their investigation.

"Mr. Chia met his death from hanging. However, it is clear that he hanged himself, and was not hanged by his sons or by any other person."

New Source Of Wealth

New Method Found For Extracting Gold From Sea Water

Recovery of gold from the waves, 100,000,000 tons of it in all the seven seas, appeared less of a dream with announcement in the publication "Science," that Professor Colin F. Finlay of the Columbia University department of electrochemistry had succeeded in recovering small amounts of the yellow metal from salt water.

Five thousand needy school children in Johannesburg, South Africa, are being fed by the city.



"GUID ECONOMY"

LARGE PLUG

Thrifty men will tell you, That "Dixie" cuts expense, The Plug that lasts much longer, And costs but twenty cents.

20¢ DIXIE

PLUG SMOKING TOBACCO

FASHION FANCIES



524

DARLING ONE-PIECE DRESS—REMOVABLE CAPE THAT BUTTONS TO FRONT OF DRESS

By Ellen Worth

Here's a darling little dress—and so unbelievably simple to sew. Well, it could almost be run up before breakfast.

Two ways to make! Smart either way—with or without the removable cape collar.

For playtime you'll probably choose from the very practical cottons as crinkly crepe prints, percale prints, broadcloth, gingham, etc., and trim with contrasting bias bands.

For daintier wear, it is just as pretty as can be of sheer cottons as dimity, batiste, dotted swiss, organdie, etc.

Style No. 524 is designed for sizes 2, 4 and 6 years. Size 4 requires 2 yards of 39-inch material with 1 1/2 yards of 1-inch ribbon for dress with collar and 1 1/2 yards of 36-inch material for dress without collar.

Patterns like each. Address mail orders to: Pattern Department, Winnipeg Newspaper Union, 175 McDermott Ave. E., Winnipeg.

Sundae Fashion Book contains many more smart, cool vacation clothes. Send for your copy to-day, the price is 15 cents.

The Caragana Hedge

There are several species of the caragana plant in Western Canada, but the one most commonly found and used very widely is the variety introduced from Siberia. The caragana is so hardy and vigorous, and adapts itself to such varied conditions of soil, that it must be considered a most valuable plant for field or garden shelter purposes.

The magnetic poles are the points on the earth's surface where the lines of magnetic force are vertical. They are the ends of the axis of the earth's magnetic polarity.

For Prison Reform

Borstal System Is Recommended For Canada

After studying in detail application and operation of the Borstal system in six English prisons, General D. M. Ormond, superintendent of Canadian penitentiaries, has reported to the Dominion government his opinion that similar training and treatment of youthful offenders can and ought to be put into effect in Canada.

Hon. Hugh Guthrie, minister of justice, tabled General Ormond's report in the House of Commons and declared the system may be made effective in Canada within 60 days. No legislation and no extra money vote would be necessary but there would be some staff additions and extra buildings needed.

The Borstal system, forecast for Canada in the speech from the throne at parliament's opening in January, "is a combination of mental, moral, physical and industrial training of a strenuous kind," for convicts under the age of 21 years.

Selected penitentiary inmates under the age of 21 would be housed separately and made the subject of this training with a view to correcting criminal instincts and preparing the youth for more useful effort on discharge.

New Type Radio Sets

France Is Installing Penny-In-The-Slot Machines

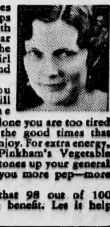
Penny-in-the-slot radio sets for the home have been introduced in France. Instead of buying a set, it is possible to have installed free a high-powered set with a small slot machine attached. On putting a franc into the slot 40 minutes' radio programme is assured. This may be either at a stretch or in several short programmes until the 40 minutes are exhausted. A maximum of ten francs may be put in at a time, thus ensuring nearly seven hours of music.

First Jap Car In Rand

The first Japanese automobile to reach the Rand of South Africa has created much interest. It is a little two-seater, driven by a four-cylinder power unit, and has three forward and a reverse gears. It is claimed to travel 50 miles on a gallon of gasoline, and is equipped with a rubber floor which hanks Japanese effectively.

HEALTH MEANS CHARM AND HAPPINESS

Sparkling eyes, a clear complexion, a healthy active girl is his happy and popular. Perhaps you are not really fit yet when a 16 day's work is done you are too tired to enter into the good times that other women enjoy. For extra energy try Lydia E. Pinkham's Vegetable Compound. It tones up your general health. Gives you more pep—more charm. Remember that 98 out of 100 women report benefit. Let us help you too.



STOPS ITCHING

In One Minute
D. D. D. Prescription Speeds Relief

For quick relief from the itching of pimples, mosquito or other insect bites, eczema, rashes and all skin eruptions, apply Dr. D. D. D. pure, cooling, liquid, antiseptic. D. D. D. is the only "cure" for your world-wide aches. Penetrates the skin, soothing and healing the inflamed tissues. No pain—no mark. Clear, greaseless and stainless—dries up almost immediately. Try D. D. D. Prescription. Stops the most intense itching instantly. A 35c trial bottle, at any drug store, is guaranteed to prove it—or money back. D. D. D. is made by the owners of ITALIAN BALM.

Pleasing Memories

Governor-General Expresses Regret At Leaving Canada

Thanks of the governor-general for the joint address which the House of Commons and Senate passed in appreciation of his services to Canada were voiced by His Excellency at Ottawa.

Speaking in the senate chamber at the conclusion of ceremonies proroguing parliament, His Excellency voiced "deep regret that my term of office as the King's representative in this country should be drawing to a close."

He expressed confidence Canada would meet whatever difficulties and hardships lay in her path "with that resolution which overcomes all obstacles."

The text of the governor-general's address follows:

I wish to thank you very sincerely, honorable members of the senate, and members of the House of Commons in parliament assembled, for the terms of your address.

I, too, feel deep regret that my term of office as the King's representative in this country should be drawing to a close. When one has made his home in any country for nearly five years, it is no easy matter to leave it, more particularly after experiencing through the proofs of friendship and goodwill as I had met with on all sides.

Believing as I do that one of the chief functions of a governor-general is to maintain personal contact between the King and his subjects, I have endeavored throughout my tenure of office to travel widely over this great country. In doing so, I have been able to visit repeatedly not only all the great cities that lie between the Atlantic and the Pacific coasts, but also to reach many of the remotest country districts.

As a result, I have, at one time and another, met personally a great number of your fellow citizens, old and young, and through them, more than by any other means, I have been able to gain some insight into the many problems with which this parliament is constantly engaged.

In this way, I have learned much—and have been deeply interested in the learning—of the human background of the Canadian nation; I have seen how the inspiration of the past has fortified the present generation to endure so gallantly the heavy trials which this troubled age has imposed on all mankind; and I have sought, as we all do, to look forward along the road that "Canada must travel in the future." That road will be beset with further difficulties and further hardships. What nation to-day would be bold enough to say that its future path was free from them?

But, though the road be rough, and though it wind uphill, a nation true to itself does not fear it; and Canada, with her line still unbroken, as your address rightly says, with her head still high, will surely tread it with that resolution which overcomes all obstacles.

I appreciate deeply your kind personal allusions to Lady Desborough and myself; if I may, in turn, strike a personal note, let me assure you that our recollections of these years will not be only of the hard-fought economic struggle that will characterize them in history. We have been happy in Canada, and we shall carry home a full store of memories of pleasant relationships, of many kindnesses, and of most generous hospitality. Such memories, together with the permanent interest in Canada and the Canadians that we have all acquired, will help to compensate for the ending of my official connection with this dominion as a servant of the crown.

When I reach England, it will give me great pleasure once more to assure the King of the unwavering loyalty to his throne and person which, as I know from my own ex-

perience, is so abundantly evident in all parts of Canada, especially in this memorable year of His Majesty's Silver Jubilee.

Once more, honorable members of the senate, and members of the House of Commons, I thank you most heartily, and I pray that you and those who come after you, may ever be granted wisdom to direct aright the affairs of a country so rich in promise, and of a people so loyal and so courageous.

Want Financial Data

United States To Call On Foreign Governments For Information

The New York Herald-Tribune, in a special dispatch from Washington, says the United States, through the securities and exchange commission, has called upon foreign governments, whose securities are traded on national exchanges in the U.S., to supply information on the financial condition of the country and pertinent data on the issues involved.

Canada is one of the countries affected by the ruling. The requirements must be complied with by Dec. 31 if the issues are to continue to be traded on the exchanges of the United States, the dispatch says.

The main information sought on the financial condition of the countries in question, says the Herald-Tribune story, is:

Internal and external funded debt, to be stated in the first case in the currency of the country and in the second in the currency of the United States.

Internal and external floating indebtedness, to be stated in a similar manner.

Receipts, classified by source, and expenditures, classified by purpose, itemized as to be reasonably informative; and containing both ordinary and extraordinary receipts and expenditures.

The note issue and gold reserves of the central bank of issue and further gold stocks held by the country.

Letter Was Delayed

Reaches Scotland 15 Months After Leaving Little America

Mailed July 15 months ago at Little America, Antarctica, near the South Pole, a letter has just reached East Wemyss, Scotland. It was sent by Lieutenant Jack Taylor Burt on January 14, 1934, to his parents at Glenbrae Cottage, East Wemyss. Burt was a member of the crew on the Byrd Expedition to the Antarctic. The envelope bears two specially designed stamps one and a half inches long by one inch wide, on which is engraved the globe of the world, and printed thereon is "Byrd Antarctic Expedition II, U.S. Postage, 3 cents."

Daring Air Navigator

B.C. Youth Plans Non-Stop Flight From Liverpool To Vancouver

Jack Van, former British Columbia youth, who obtained his pilot's license when only 16, plans a non-stop flight in six days from Liverpool to Vancouver, re-fueling in the Azores at Monte real, according to reports reaching here.

Since obtaining his license, Van has continued his training in the Royal Air Force in England. His plane, it is reported, will be tuned up to a cruising speed of 250 miles an hour and will carry a load of several tons of fuel.

Root Action Extracts Moisture

One foot of the heavier type of Saskatchewan soil will hold the equivalent of two inches of rain. A long series of experiments at Swift Current, experimental farm by Mr. Taggart, minister of agriculture, had shown that wheat roots would extract moisture from the soil to the depth of six feet, provided no layer of dry clumps intervened. There was practically no upward movement of soil moisture except through root action.

A Good Definition

A London newspaper once offered a prize for the best definition of money. It was awarded to a young man who wrote—"An article which may be used as a universal passport to everywhere except heaven, and as a universal provider of everything except happiness."

Three hundred chicks have been hatched and successfully reared at Eure, France, from the Canadian Record of Performance stock imported in 1934. As a consequence, representatives from France are to visit Canada this year to make more purchases of Canadian R.O.P. stock.

When we can not find contentment in ourselves, it is useless to seek it elsewhere.

System Was Different

How Problem Of Unemployment Was Met 400 Years Ago

Life is tiresome, harsh and depressing enough on the modern reeling rolls, heaven knows. A man must have a stout heart to maintain his character in such an experience of it. And yet the provisions which society makes for the unemployed to-day are far kinder than anything known in the past. At least society deserves credit for that much.

Consider the conditions in England four hundred years ago when Henry VIII, was squabbling with the pope over his marriage, meeting the French king, Francis I, on the "Field of the Cloth of Gold," and otherwise amusing himself. In those days the price of wool doubled, and it became profitable for the country squires of England to inclose the so-called "common lands" and run sheep upon them. Immediately the villages fell into decay. Some villages with a hundred houses became deserted. All villages over great stretches of the country became partially deserts. The dispossessed people took to the roads. They became "sturdy beggars," mendicants.

And how did society meet this problem of unemployment? Evidently by the king and parliament believed the people became beggars by choice. In 1530 parliament passed vagrant acts. These provided that able-bodied mendicants should be seized and whipped until they were bloody, returned to their villages, and if they were whipped until they put themselves to work. But there was nothing for them to put themselves to work on, so though the law was widely followed, it did not solve the problem.

A second set of vagrant acts went further. It provided that any vagrant could be killed off. First they were to be mutilated. Then if they did not accept jobs—which nobody offered them—they were to be hanged as felons.

Shortly after the crowning of Edward VI, in 1547 there were still other acts. These ordered that a vagrant should be brought before two justices, who should judge him to be the slave of his captor. His owner might then beat him, chain him, feed him on bread and water, confine him by a ring of iron around his neck, or otherwise force him to work. If he attempted to escape, his slavery was to become perpetual. If he tried to escape a second time, he was to be hanged.

That was only a few years before Shakespeare. It gives us a glimpse into a dreadful and forgotten world.

An Island Playground

Sylt In North Sea Is Owned By Germany

Sylt, one of the North Frisian group of islands is the largest German-owned land spot in the North Sea, says the National Geographic Society.

A glance at a map of the island reveals its shape as that of a kangaroo facing the border line between Denmark and Germany. Its area is about one-half that of the district of Columbia with its widest portion only about seven miles wide.

Recreation, not war, has recently been Sylt's dominant feature. Only seven miles of water separate it from the continent. Its palatial hotels and bathing beaches have long been popular among German and other northern European vacationists who also are lured to it by the simplicity of life among the rural Frisian inhabitants who live contented in their straw-roofed houses. Next to recreation, farming and stock raising is the island's chief industry.

Radio Detector A Success

Samuel S. Hixon, head of a London laboratories concern, recently detailed a description of a radio detector he said had been accurate up to 720 miles in signalling the approach of airplanes. The device, Hixon said, now is the property of the British War Office. A second design has been demonstrated to the United States War Department at Washington.

Request Not Necessary

The slightest-of-hand performance was not going very well. "Can any lady or gentleman lend me an egg?" asked the conjurer, coming down to the footlights. "If we'd 'ad one," shouted a man in the audience, "you'd 'ave it before this."

Tramp—"Any rags, paper, old iron to sell?"

Head of House (irately)—"No—go away—my wife's away for the summer."

Tramp (smiling)—"Any bottles?"

Derelicts Cause Trouble

Wrecked Ships Sometimes Drift For More Than Year

A derelict fleet of wrecks has caused no fewer than sixteen serious collisions, resulting in the loss of 300 lives, in the last five years.

Recently, the United States Hydrographic Bureau, which black-lists fifty hulks which are wandering aimlessly in the Atlantic, off the American coast. Among them were found a windmill, whose sails bore the name of an Australian sailmaker, a single-cabined ketch from Marseilles, and most astonishing of all, a fishing smack with a quantity of live fish in her trawls. The authorities are now considering the most effective means of destroying them. The consent with which some wrecks cling to the surface long after being abandoned, is remarkable. A few even defy assaults by bombs and cordite.

Dramatically abandoned in 1923, the Governor Parr, instead of sinking instantly as her crew supposed, proceeded to keep her masts above water for the next two years. She became such a menace to shipping that a boat was sent to bring her home to the scrap yard. But the old wreck was reluctant to leave the ocean. A storm sprang up, the tow rope snapped, and thus she wandered off on her lonesome again. Four months later, after a second excursion had watched her blazing fiercely, she was sighted three times in other nearby wanderer; the Wyer Sargent, whose crew were picked up by a Swedish vessel, off Cape Hatteras, was sighted during the next eighteen months by twenty-seven ships. Once she appeared 600 miles off the Azores, and on the last occasion 900 miles off the Bermudas. It was estimated that this derelict had twice crossed the line, and the Atlantic once—making a voyage of 8,000 miles.

When, a few winters ago, the Dunkirk brig, Nerina, overturned in a squabbling sea off the Scilly Isles, six men were imprisoned in her cabin. Their first thought was to smash a hole through the floor—in that case the roof—but, fortunately, the skipper's better sense prevailed, for the rush of air thus created would immediately have sent the brig like a stone to the bottom. After a week of hideous imprisonment, the Nerina suddenly split under a terrific surge, and the six startled men found themselves miraculously wrecked on the shore of the Scilly Isles.

To Replace Cotton

Fabric From Wood Pulp Coming On The Market

The London Daily Express quotes Dr. E. F. Armstrong, one of Great Britain's leading industrial chemists, that cotton will be replaced by a fabric made from woodpulp.

"Scientists have now discovered a way whereby staple fibre from wood pulp can be made into a fabric on machinery now in use in the cotton mills," the Express quoted Dr. Armstrong. "New factories to supply this material are already being built in Lancashire."

Half Century In Opera

The oldest chorus girl in United States has a job for next season and is very happy about it. She is Mme. Maria Savage and has signed up for her 28th consecutive season in the chorus of the Metropolitan Opera Company, New York. She will be 70 next New Year's Day. Mme. Savage, native of Belgium, has been singing in opera here and abroad for nearly 50 years.

In cooking tests, nutritionists have learned that vegetables lose more of their valuable minerals when boiled than when steamed or pressure cooked.

Save Money

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Simple Directions on the Package

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Warehouses At Calgary, Edmonton, Regina and Winnipeg

"THE DOUBLE" IS THE HANDIEST BOOKLET OF ALL!

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Memorial To Hall Caine

Beautiful Monument On Isle Of Man Is Completed

The tombstone of Sir Hall Caine and his wife in Maughold churchyard, Isle of Man, has been completed after three years' preparation. It consists principally of a cross twelve feet high carved after the pattern of the ancient cross erected to the memory of the first Scandinavian bishop of Man, who was buried in Maughold about 1060.

This cross is ornamented by intricate interlacing in the Celtic style designed by Archibald Knox, an eminent Manx artist. He died before he had drawn all his sketches as they were completed by a disciple, Miss Tuckfield, secretary of the Knox Arts and Crafts Guild in London. Another section of the monument contains carved portraits of leading characters in Hall Caine's novels. For the character of John Storm in "The Christian" the portrait is that of Mr. Matheson Lang, who acted the part in the stage version. Pete, the hero of "The Manxman," was taken by a young Douglas fisherman. Around the base of the monument a verse from the hymn, "Abide With Me," and another inscription, "Slumbering in the deep solitude of the hills he loved so well," is a quotation from Hall Caine's article on Wordsworth's tomb.

THE RHYMING OPTIMIST

By Aline Michaels AFTER LOVE

Love may come a little while
When care wanes or strife;
Love may walk with you a mile
And an April hour beguile,
Only, in your life.

But forever and a day,
Echoing love's song,
After love has passed away,
After gods have turned to clay,
Memories will throng.

Memories of love's kiss, love's glance,
These will wake anew,
With their aura of romance
Bringing back, through change and chance,
Joy again to you!

Canadian exports of canned fruit to Great Britain were 28 per cent greater from January 1 to March 15, 1935, than during the corresponding period of 1934. The principal increases were in canned apples, pears and peaches.

Little Helps For This Week

"Who is among you that feareth the Lord, that obeyeth the voice of His servant, that walketh in darkness and hath no light, let him turn in the name of the Lord and stay upon his God." Isaiah 50:10.

When we in darkness walk,
Nor feel the heavenly flame,
Then is the time to trust our God,
And rest upon His Name.

He has an especial tenderness for those who are in the dark and have no light, and His heart is glad when they say "I will go to my Father." For He sees thee through all the gloom through which thou cannot see Him. Say to Him, "I am Thy child. Forsake me not." Then fold the arms of faith and wait in quietness until the light goes up in the darkness. Think of something you should do and go and do it, if it be but the supplying of a room, the preparing of a meal, or a visit to a friend, heed not your feelings, but do your work.

Life Of Parliament

Would Limit Length To Minimum

That five years should be the minimum effective life of parliaments in the empire was one of the suggestions made by Sir Arthur Weigall, chairman of the Council, presiding over a luncheon tendered by the Royal Empire society to the delegates from empire parliaments meeting in London.

He also suggested civil servants in Britain and the Dominions should be inter-changeable; and that both in Britain and the Dominions the governments should include a definite number of ministers without portfolio.

With a parliament of less than five years, said Sir Arthur, the ministry was standing in the stirrups and looking for an election rather than settling down in the saddle. (Australian and New Zealand parliaments are limited to three years.)

Malins—"I have discovered what it is that destroys a man's memory completely."

Newton—"What is it? Alcohol or tobacco?"

Malins—"Neither; it's doing him a favor."

Traveller—"Can I get anything to eat in this dump?"

Waiter—"Yes, sah, you kin."

Traveller—"Such as what?"

Waiter—"Such as it is, sah."

OF FLAVOR

WRIGHT'S SPEARMINT

1" PERFECT GUM

SWEETENS THE BREATH

AFTER EVERY MEAL

Save Money

COOK THREE VEGETABLES IN THE SAME POT

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Cleanses the system—purifies the blood. Nothing better for relief of Constipation, Indigestion, Rheumatism, Kidney and Liver. At all drug stores.



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Please clip list of Magazines after checking 3 Publications desired. Fill out coupon carefully.
Gentlemen: I enclose \$..... Please send me the three magazines checked with a year's subscription to your newspaper.
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TOWN AND PROVINCE



- ☐ The Nor'-West Farmer 3 yrs.
☐ Country Guide 3 yrs.
☐ Current Thought 1 yr.
☐ Pictorial Review 1 yr.
☐ Canadian Magazine 1 yr.
☐ National Home Monthly 1 yr.
☐ Canadian Horticulture & Home Magazine 1 yr.

Town & District

The Boy Scout bridge and cribbage tournament last Friday was quite a success. All who attended thoroughly enjoyed themselves.

Some of the boys riding bicycles about town will meet with a serious accident by their recklessness one of these evenings. They should be very careful at night as it is often hard for auto drivers to see them especially when two cars are approaching each other.

Great preparations are being made to make the hockey club dance a success Friday night. An orchestra new to Gleichen has been engaged to make the crowd merry.

Tomorrow night is Halloween and for once let us have a sane Halloween celebration. It is rumored that officials will likely be a bit looser and get the names of all who are raising Cain. The next day the trouble makers will likely be compelled to put the property back in its original place. Yes, "He who laughs last laughs best."

Pat Swain was taken to the Bassano hospital last week and operated on for appendicitis. Latest reports she is doing as well as can be expected.

Julius Little has moved his house hold effects to the residence recently vacated by Mr. and Mrs. Downie.

Friday night a cow wandered onto the main highway, some seven miles north west of town. A big car came along and hit her, she died right there. The car kept going and wound up in the ditch along the border both side of the road at this point. Mrs. K. McPhee saw the accident happen, hurried to the scene. Arriving she found the car over on its side and a man submerged to his neck in water, and being unable to free asked him to wait a minute. Shortly a car arrived and with the aid of the newcomers the victim was freed, not much worse for the accident except for a thorough soaking. Later that same evening the car was fished out and towed to Gleichen. It was not badly damaged. The spot top was torn off, all the glass broken and fenders bent.

BARN DANCES NOT WHAT THEY WERE IN THE OLD DAYS

Sometime ago we attended a barn dance and could not help thinking:

Barn dances were once impromptu affairs. Bill Dollap would maybe come back to visit his son on the old farm, and there would be the family fiddle just as it he left it when he went away. Bill would take it down to try it—and then the old tunes would come drifting back to him out of the haze of years. Sitting out on a vine-shaded porch in the evening he would play away, the dog sleeping beside his tilted chair, the hired man smoking reminiscently on the top step, the yellow rose bush and the old lilac swaying in gentle rhythm.

The moon would slip up in the sky round and yellow—and down the road lured by the summons of that irresistible music, this neighbor or that would say: "There's Bill—got the fiddle again; wonder when they will be having their barn dance?" Sarah Jane! Better bake up some pie'n' things tomorrow—Dollap's soon be havin' their barn dance, I guess."

Word would spread whether folks had telephones or not. On the night appointed it took a real deluge—no common little storm or rain—to keep the crowd away. Democrat loads and buggy loads, tall ones balanced by short ones, old, young, married, single—all so's came, and came early.

None of the tin whorl business! And, none of this modern idea that a fiddle needed a piano to support it. Why, everybody knew that a fiddle needed nothing to support it—any accompaniment simply spoiled it.

The barn floor would be swept and boards laid around the walls in the empty bays and blocks. Tight the warm dancers might sit and cool off. Whoop! Nobody figured on sitting very much—and when it did get warm they said so very frankly. Folks used to wear flannels even in June and July, you know.

They found out who was keeping company with the girls this year—and got all the latest points on little neighborhood history. About St. Pollock's will, and Abe Miggs' lawsuit and the way the new fella on Ramie's place was letting it go to the dogs.

That sort of thing—not dreaming that they were on the edge of a great change when the coming of the automobile and the commonness of the telephone and radio would utterly change their simple little community gatherings.

IMPOUNDED

The following yearling filly is impounded on the Blackfoot Reserve, on the farm of One Gun, one mile south of Cluny. Unless redeemed the animal will be sold on Friday, the first day of November, 1935, at 3 p.m. at One Gun's farm:
Brown yearling filly, star on forehead, right hind hoof, light color, no visible brand.



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Artificial wreaths always

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way

Our greatest fear concerning

the matter is that too much argument

about peace may lead to war.

Women occupy a wider sphere than

formerly, but are doing their best to

reduce it.

For Your Printing Requirements Enquire Here

The Call will print any of the following and many other items, not mentioned, that are needed in business today

Do You Need Any of the Following?

Placards, Bills, Tags, Books, Labels, Booklets, Badges, Blotters, Circulars, Vouchers, Bill Heads, Hand Bills, Posters, Pamphlets, Price Lists, Catalogues, Invitations, Note Heads, Statements, Post Cards, Prize Lists, Milk Tickets, Programs, Blank Notes, Score Cards, Menu Cards, Meal Ticket, Order Blanks, Memo Heads, Filing Cards, Window Cards, Visiting Cards, Bread Tickets, Legal Forms, Letterheads, Business Cards, Shipping Cards, Show Printing, At Home Cards, Store Sale Bills, Raffle tickets, Envelopes, Display Posters, Loose Leaf Account Sheets, Etc.

—In fact anything in the line of printing—

**The Call
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Kings of Living

A grand and high-stepping monarch was old Louis XIV—they still talk about him back in his old home town. Nothing was too good for Louis—in fact, the best wasn't quite good enough.

Yet his magnificent palace had neither gas nor electricity and there wasn't a tiled shower-bath in the place.

Today the average Canadian citizen enjoys conveniences and comforts exceeding Louis XIV's most extravagant dreams. And many things which we regard as absolute necessities would have seemed the most elegant luxuries to Louis.

Advertising has made possible this widespread distribution of the good things of life. Advertising has made possible large-scale production and large-scale selling, resulting in prices that take luxuries out of the "for-kings-only" class.

It is well worth your while to read the advertisements. They are largely responsible for the high standard of living enjoyed in this country today. And they are raising it daily, making us kings of comfort—kings for Louis to envy.

Read the advertisements—the help
you to enjoy life